THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. An oral formulation comprising:
   (a) chlorhexidine or a salt thereof;
   (b) a zinc salt;
   (c) masking and/or flavouring agents, including (i) a sweetening agent having an immediate but transient effect and (ii) a sweetening agent having a delayed but prolonged effect; and
   (d) other conventional components of oral formulations.

2. An oral formulation according to claim 1, wherein the sweetening agent (i) is saccharin or a salt thereof.

3. An oral formulation according to claim 2, comprising up to 0.05% (w/w) of saccharin sodium.

4. An oral formulation according to any one of claims 1 to 3, wherein the sweetening agent (ii) is neohesperidine dihydrochalcone.

5. An oral formulation according to claim 4, comprising up to 0.1% (w/w) of neohesperidine dihydrochalcone.

6. An oral formulation according to any one of claims 1 to 5, comprising 0.1 to 1.0% (w/w) of chlorhexidine or a salt thereof.

7. An oral formulation according to any one of claims 1 to 6, comprising 0.1 to 1.0% (w/w) of the zinc salt.

8. An oral formulation according to any one of claims 1 to 7, comprising one or more gluconate salt(s).

9. An oral formulation according to any one of claims 1 to 8, wherein the zinc salt is zinc gluconate.

10. An oral formulation according to any one of claims 1 to 9, wherein the chlorhexidine salt is chlorhexidine digluconate.

11. An oral formulation according to claim 10, comprising about 0.6% (w/w) of chlorhexidine digluconate.

12. An oral formulation according to any one of claims 1 to 9, wherein the chlorhexidine salt is chlorhexidine diacetate.

13. An oral formulation according to any one of claims 1 to 12, further comprising additional masking and/or flavouring agents selected from flavouring oils and methyl salicylate.

14. An oral formulation according to any one of claims 1 to 13, comprising 0.1 to 5% (w/w) of said masking and/or flavouring agents.

15. An oral formulation according to any one of claims 1 to 14, comprising components (d) selected from the group consisting of: fluoride materials, dentally acceptable abrasive materials, surfactants, thickeners, gelling agents, humectants, alcohol and water.

16. An oral formulation according to claim 15, wherein said surfactants are selected from non-ionic and zwitterionic surfactants.

17. An oral formulation according to claim 16, wherein said non-ionic surfactants are macrogol ethers.

18. An oral formulation according to claim 16 or claim 17, wherein said zwitterionic surfactants are selected from the group consisting of betaines and alkylamido alkyl amines.

19. An oral formulation according to any one of claims 16 to 18, wherein said surfactants comprise a combination of non-ionic and zwitterionic surfactants.

20. An oral formulation according to claim 19, wherein said surfactants comprise a combination of a macrogol ether and cocamidopropyl betaine.

21. An oral formulation according to claim 19 or claim 20, wherein the ratio of the non-ionic surfactant(s) to the zwitterionic surfactant(s) is about 2.4:1 by weight.

22. An oral formulation according to any one of claims 16 to 21, comprising 0.1 to 10% (w/w) of said surfactants.

23. An oral formulation according to claim 22, comprising about 1.7% (w/w) of said surfactants.

24. An oral formulation according to any one of claims 1 to 23, being a toothpaste, a dentifrice, mouthwash, chewing gum or a lozenge.